WHAT IS CLAIMED IS:

1. A method for controlling the feeding of a web substrate (12) into a printing press (10), comprising the steps of: feeding the web substrate (12) with a web tension (40) into the printing press (10) and specifying a printing length to be achieved,
characterized by determining a current printing length of the printing press (10) and varying the web tension (40) by varying the length of the web substrate (12) fed during one time interval as a function of the deviation of the current printing length from the printing length to be achieved.

2. The method as recited in claim 1,
characterized by caculating the current printing length on the basis of at least one measurement of the angular velocity (44) of a blanket cylinder (42) and of the length of the web substrate fed within one time interval.

3. The method as recited in claim 2,
characterized by taking a number of measurements whose results are averaged.

4. The method as recited in claim 2 or 3,
characterized by caculating the length of the web substrate fed during one time interval on the basis of a measurement of the angular velocity (38) of a feed roller (16).

5. The method as recited in one of the preceding claims,
characterized by varying the angular velocity (38) of a feed roller (16) to change the length of the web substrate (12) fed within one time interval.

6. The method as recited in one of the preceding claims,
characterized by the relationship between the web tension (40) and the printing length being linear.

7. The method as recited in claim 6,
characterized by parameterizing the linear relationship as a function of the type of printing substrate and/or the type of rubber blanket used.

8. A device for controlling the feeding of a web substrate (12) into a printing press (10), comprising an actuator (54) for adjusting the length of web substrate to be fed during one time interval and a computer (52) for calculating the driving of the actuator (54), characterized by the fact that, in a memory unit of the computer (52), a program is stored which has at least one part which executes a control of the device in accordance with a method as recited in one of the preceding claims.

9. A rotary press (10), comprising an unwind unit (14) and a number of print units (24), characterized by at least one device as recited in claim 8.

10. A rotary press (10) for processing a number of web substrates (12), comprising a number of unwind units (14) and printing towers (22) having a multiplicity of print units (24), characterized by a device as recited in claim 8 for each of the number of web substrates (12).